

Farmers Market and Local Food Promotion Program (FMLFPP)

Frequently Asked Questions

1. What is the difference between the Farmers Market Promotion Program (FMPP) and the Local Food Promotion Program (LFPP)?

FMPP promotes direct-to-consumer activities (farmers selling products directly to consumers). There are two grant sub-types under FMPP— **Capacity Building (CB)** and **Community Development, Training, and Technical Assistance (CTA)** projects. There is no match requirement or grant sub-type for FMPP. Funding ranges from \$50,000 to \$500,000.

LFPP promotes intermediary supply chain activities (activities that get products from the farmer to the market place other than the farmer selling directly to the consumer). Applicants must aggregate, distribute, process or store locally or regionally-produced products (within a 400 mile radius). There are two grant sub-types under LFPP— planning and implementation. LFPP grants require a 25% match. Funding ranges from \$25,000 to \$500,000.

	<u>FMPP</u>	<u>LFPP</u>
CFDA Number	10.168	10.172
Grants offered	Projects related to direct-to consumer marketing: • Capacity Building grants from \$50K to \$250K • Community Development, Training, and Technical Assistance grants from \$250K to \$500K	Intermediary supply chain projects that aggregate, distribute, process and/or store agricultural products: • Planning grants from \$25K to \$100K • Implementation grants from \$100K to \$500K
Matching Funds	Not required	25% required
Website	https://www.ams.usda.gov/services/grants/fmpp	https://www.ams.usda.gov/services/grants/lfpp

2. Are only domestic programs within the United States eligible?

Yes, as stated in Section 3.1 of the Request for Applications, “All applicants must be domestic entities owned, operated, and located within the 50 United States, the District of Columbia, Tribal Governments, the Commonwealth of Puerto Rico, the United States

Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands.”

3. Can I apply for both FMPP and LFPP grants?

An applicant may submit project proposals to both FMPP and LFPP. If selected for both awards, applicants may accept one FMPP and one LFPP award under the 2016 Request for Applications. Program staff will contact the applicant to discuss the situation, if applicable.

An organization that currently has an active (not closed-out) grant award from a previous year may apply for another FMPP or LFPP grant if the project is a new project, not a continuation of the previous award activities. If the proposed project will continue the previous award activities from 2015, the applicant must complete all work by March 31, 2016, and submit the final report to FMPP or LFPP assigned grant specialist by June 30, 2016, prior to receiving another FMPP or LFPP award. The grant specialist does not have to APPROVE the submitted materials by June 30. Rather, this March 31/June 30 timeline gives AMS from June 30-September 30 to review the materials and officially close the grant (provide FINAL APPROVAL) prior to September 30, 2016.

Please keep in mind, that closing out the grant early, does not guarantee that your submitted project proposal will be awarded. It is recommended that awardees take the entire project period to complete their project work.

4. Can I receive an FMPP or LFPP grant and a grant from a different USDA agency (VAPG, Farm to School, RBOG, etc.)?

Yes, as long as they are for different projects, you may receive both an FMPP or LFPP grant and a grant from a different agency. It would be a good idea to check with the other grant program too to ensure that you are not violating their terms and conditions.

5. If my organization submits a proposal to LFPP can I serve as a reviewer for FMPP?

Yes, if your organization submits an LFPP or FMPP proposal you may serve as a reviewer for the program to which you have not submitted an application.

6. Does any part of the Grant Narrative application count towards the 15 page limit?

FMLFPP requires each applicant to prepare a narrative using the Project Narrative form. This form and instructions are on the FMPP website:

<https://www.ams.usda.gov/services/grants/fmpp> and LFPP website:
<http://www.ams.usda.gov/services/grants/lfpp>.

All applicants must complete the form as a **Microsoft Word document**. DO NOT CONVERT TO PDF. Handwritten applications will not be accepted. The narrative must be typed, single-sided, single-spaced, in an 11-point font, not to exceed fifteen (15) 8.5 x 11 pages (excluding existing Project Narrative form content). For example, if the Project Narrative form is 12 pages before you begin entering your project information into the form, your narrative may be up to 27 pages (12 pages + 15 pages). Save and submit the narrative in its current MS Word format (.doc, .docx).

In the Budget Justification section of the Project Narrative, provide a justification of projected project costs included on the SF-424A, Budget Information – Non-Construction Programs. **For LFPP only**, the matching fund calculation is provided in Section 4.3.5 in the LFPP Request for Application.

7. How do I know, if my application was submitted on time?

After you submit your application to [Grants.gov](https://www.Grants.gov), you will receive an automatic notification of receipt from the system that contains a Grants.gov tracking number. This notification **ONLY** indicates receipt by Grants.gov and does not indicate receipt by AMS. Grants.gov may also send you an error message if your application was not submitted correctly.

AMS will retrieve your application from Grants.gov, triggering a second electronic acknowledgment of receipt sent to the Authorize Official Representative. This email, which will be triggered shortly after the application deadline, indicates that the application was submitted successfully to AMS. This notification means that AMS *received* the application; it does NOT mean that AMS *accepted* the application. If you do not receive this second notification, you did not successfully upload your organization's application—contact Grants.gov to identify the issue if it is not already apparent.

8. Can a sole proprietorship apply for an FMLFPP grant?

Yes, the project must show evidence of existing community support and engagement and benefit one or more individuals or two or more farmers, producers or farm vendors who sell their agricultural products or services. The applicant would use his/her IRS registered Tax Identification Number to register with DUNS/SAM.gov.

9. Can FMLFPP grant funds be used to purchase food for voucher/reimbursement programs or to donate to a food pantry?

No, it is unallowable to use grant funds for costs of coupon/incentive redemptions or price discounts. Grant funds cannot be used to purchase food for voucher/reimbursement programs or to purchase food for donations.

10. Can FMLFPP grant funds be used for micro-loans or be re-granted?

Grant funds may not be used for the purpose of awarding micro-loans or for re-granting.

11. Can I use grant funds to purchase land or buildings?

It is unallowable to use grant funds for the acquisition of buildings, facilities, or land or to make additions, improvements, modifications, replacements, rearrangements, reinstallations, renovations or alterations of an existing building or facility (including site grading and improvement, and architecture fees). This also includes construction and construction-related materials, which may include, but are not limited to the purchase of building materials such as wood, nails, concrete, asphalt, roofing, gravel, sand, paint, insulation, drywall, or plumbing.

12. Can land, buildings or labor count as in-kind matches? (LFPP Only)

Donated land and/or buildings cannot be used as in-kind matches. However, labor/personnel may be used as a match as long as you are only bringing the percentage of time the person is working on the project. For example, if someone is only spending 25% of his/her time working on the project, then you can only bring that 25% to the project as a match. Also, you must ensure that what you would normally pay that individual is reasonable according to standard personnel rates for similar positions in your geographic locality.

13. Can funds be used to purchase vehicles or repair and/or upgrade existing vehicles?

Vehicles may be leased, but not purchased. However, lease agreements to own (i.e., lease-to-own or rent-to-own) are not allowable. The lease or rental agreement must terminate at the end of the grant cycle. Unallowable for the purchase of trucks that are commercially available for rent. An example of an unallowable truck purchase includes a refrigerated truck that can be rented as-is (without making modifications or retrofitting). This truck is considered general purpose equipment and can be rented, but not purchased.

For special purpose equipment, funds may be used to modify equipment that is not already available and readily usable in its current format. Examples include, specialized equipment for mobile markets, mobile slaughter unit components, trailers to be retrofitted and walk-in-coolers.

14. Can unrecovered indirect cost be used as part of the cost sharing or matching? (LFPP Only)

It is allowable to use unrecovered indirect costs as part of cost sharing or matching. Unrecovered indirect cost means the difference between the amount charged to the

Federal award and the amount that could have been charged to the Federal award under the potential recipient's approved negotiated indirect cost rate.

15. How can I find out about awarded or completed FMLFPP projects?

You may view the list of awarded projects and final reports on the FMPP and LFPP websites at <https://www.ams.usda.gov/services/grants>. Click on the applicable grant program website (FMPP or LFPP), then click on "Awarded Grants" or "Final Performance Reports."

16. How are the funds going to be distributed? How long before I receive my payment?

Upon approval of your SF-270, Request for Advance or Reimbursement, AMS will make payments via Electronic Fund Transfer (EFT) to the bank account specified by you in the System for Award Management at www.sam.gov. If your banking information is incorrect or changes anytime during the grant period, please update your registration at www.sam.gov and notify AMS as soon as possible to ensure proper and timely deposit of funds. Allow 7 to 10 business days for funds to process and to electronically deposit into your account. AMS will NOT issue checks as payment.

Instructions for completing the SF-270 and sample SF-270 Requests for Advance/Reimbursement can be found on the FMPP and LFPP websites at <https://www.ams.usda.gov/services/grants>. Click on the applicable grant program website (FMPP or LFPP), then click on "How to Administer the Award" in the left menu bar.

17. What is the timeframe for the project?

FMPP offers both **Capacity Building (CB)** and **Community Development, Training, and Technical Assistance (CTA)** projects. The official performance period must begin on September 30, 2016. Both CB and CTA FMPP projects are awarded for up to 36 months (3 years) and are expected to be completed by September 29, 2019.

LFPP offers two project types — planning grants and implementation grants. The official performance period must begin on September 30, 2016 for both. Planning grants must be completed within an 18 month period. Implementation grants must be completed within a 36 month (3 years) grant period.

18. How many match verification letters do I submit? (LFPP only)

An applicant must submit one letter verifying the match for EACH cash and/or in-kind resource signed by the matching organization. Each LFPP application requires written verification of match commitment from the LFPP applicant and/or any third party who will contribute cash and/or in-kind matching non-Federal resources. Letters may be submitted in either PDF or MS Word formatting. AMS has posted **A SUGGESTED MATCH VERIFICATION TEMPLATE LETTER** on the LFPP application website. We highly-encourage you to use this template.